

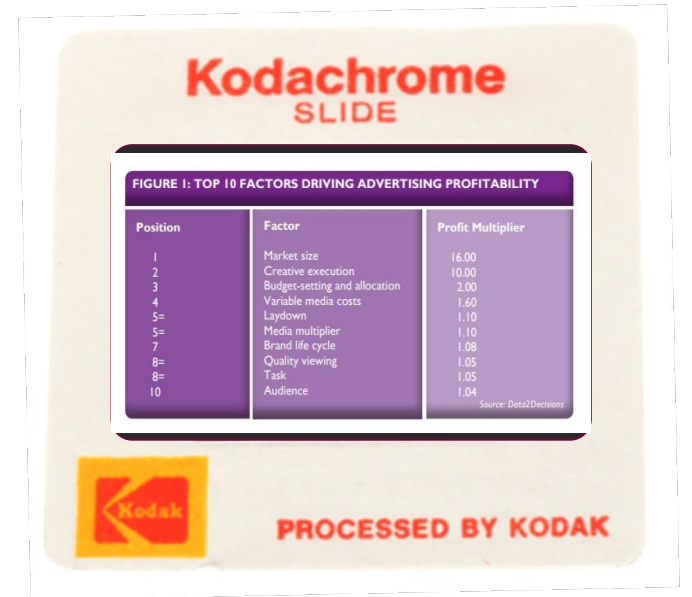
Advertising:

Five Ads, Three Factors,
Two Authors, One Great Medium

Mark Ritson



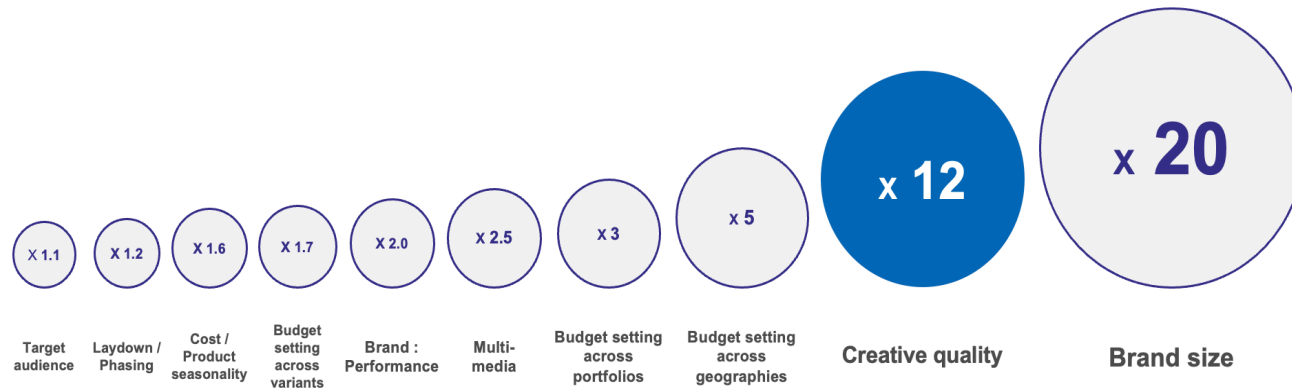




Kodachrome SLIDE

Creativity is the biggest ROI multiplier within our control

Potential multipliers of advertising profitability - (2023)



Source: The Drivers of Profitability, 2023, Paul Dyson - accelero, ROI multiplier = area of the circle

accelero 

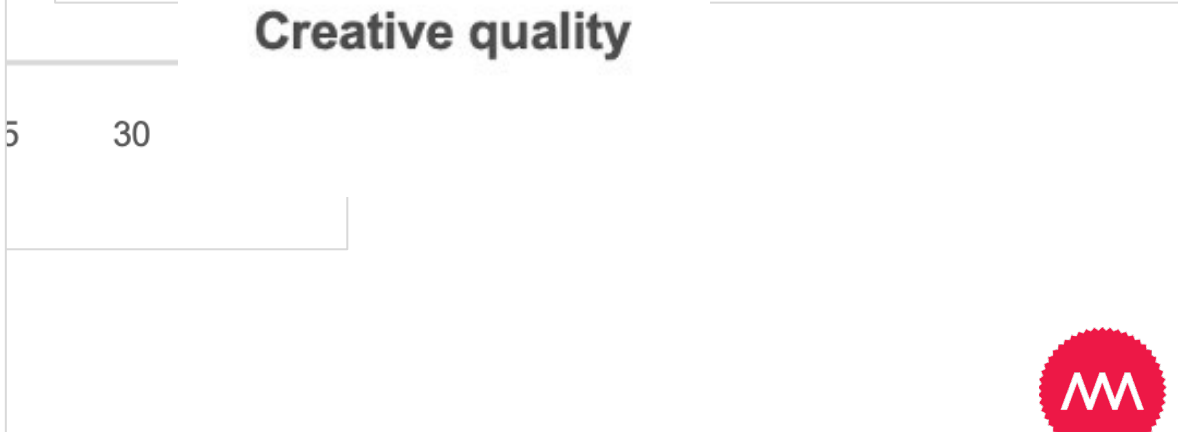
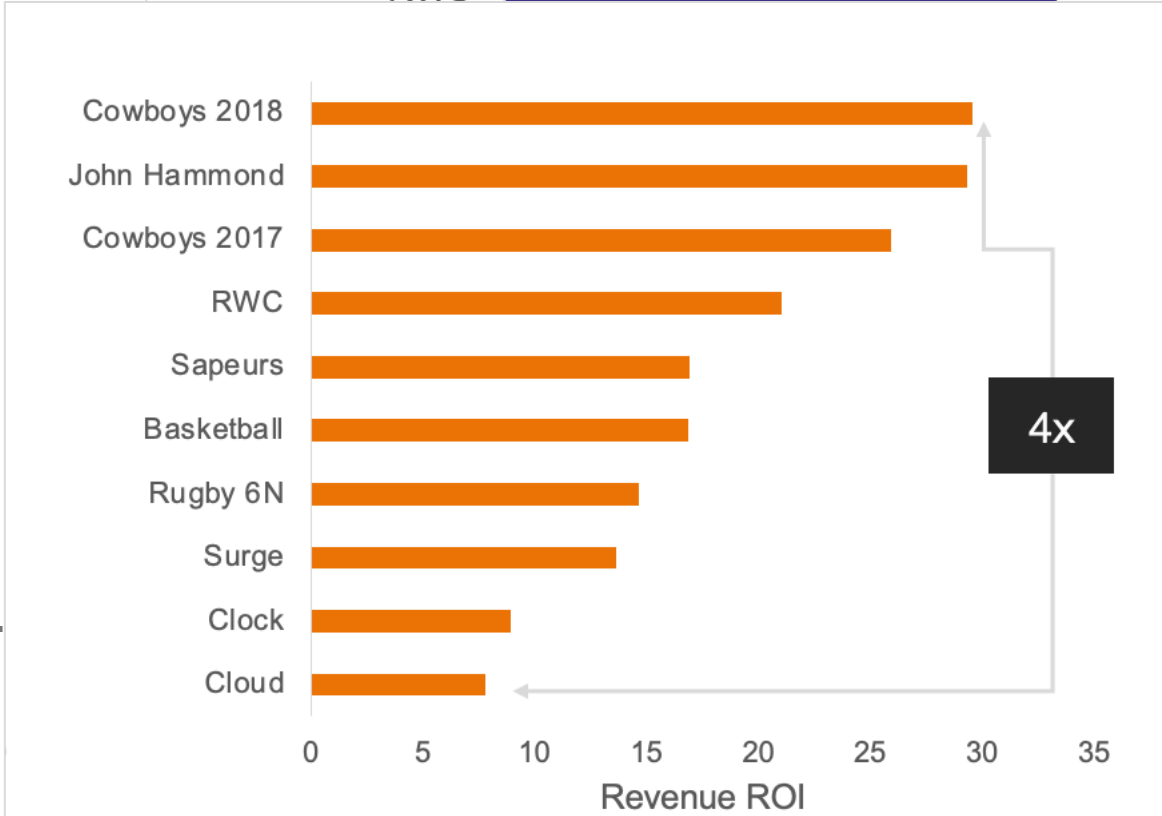
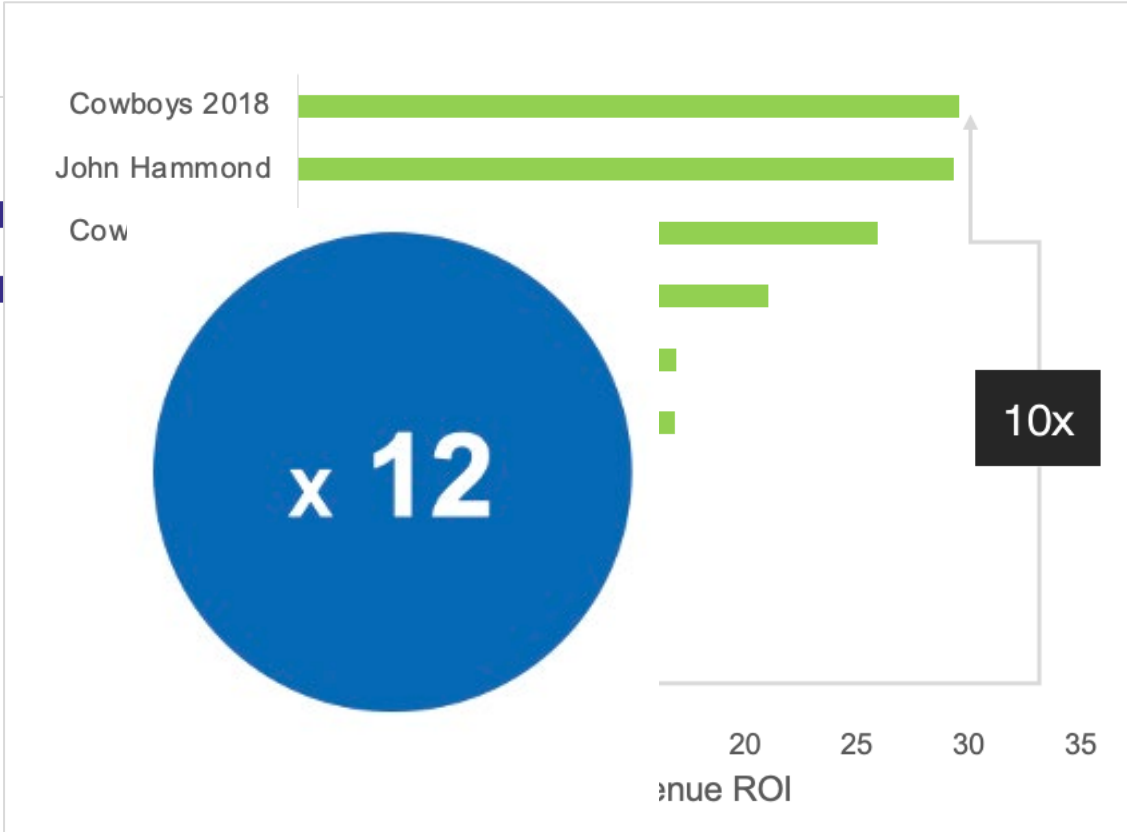


PROCESSED BY KODAK

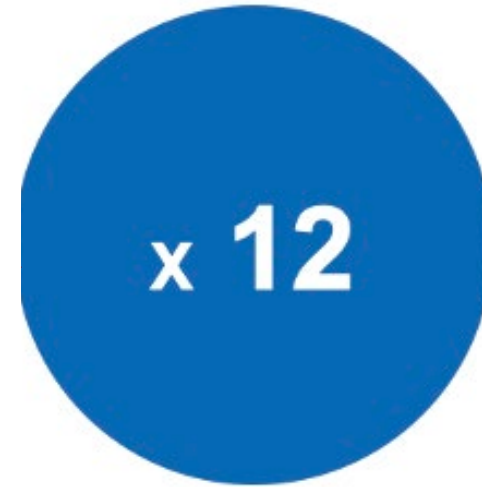




Kevin the Carrot



I Want That...



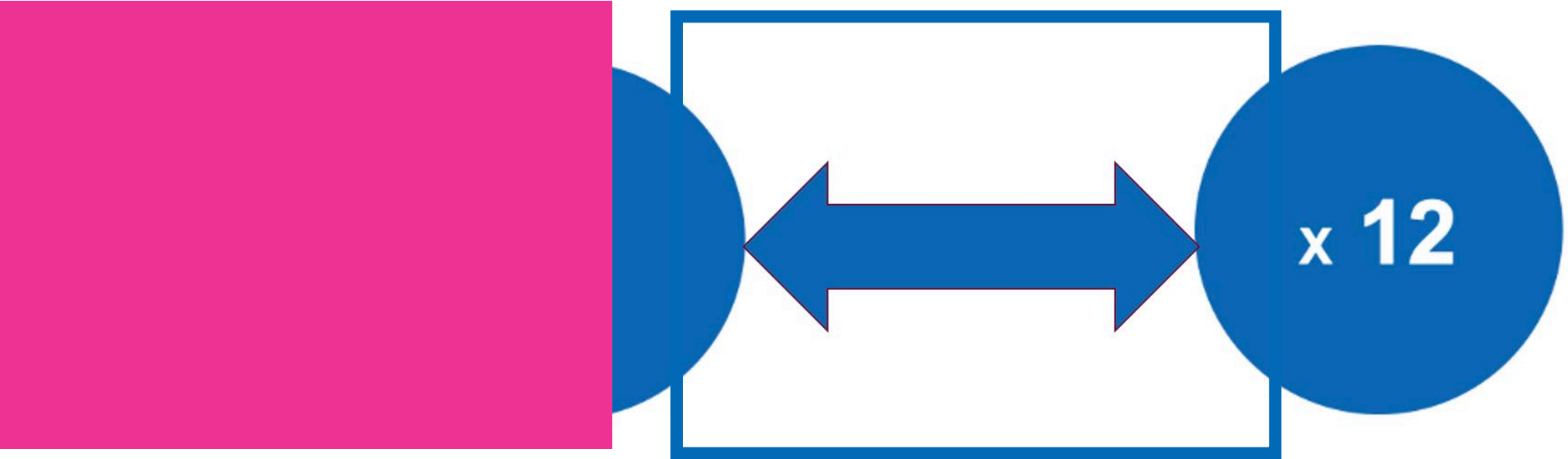
**Best Possible
Creative quality**



50% AS IMPORTANT AS MY TALK SUGGESTS

I Don't Want That

I Want That...



Media

Massively Shithouse
Creative quality

Creative

Best Possible
Creative quality

x 12



25% IMPORTANCE

PRICING

PRODUCT

COMMUNICATIONS
(Promotion)

DISTRIBUTION
(Place)



8% IMPORTANCE

DIAGNOSIS

STRATEGY

- TARGETING
- POSITIONING
- OBJECTIVES

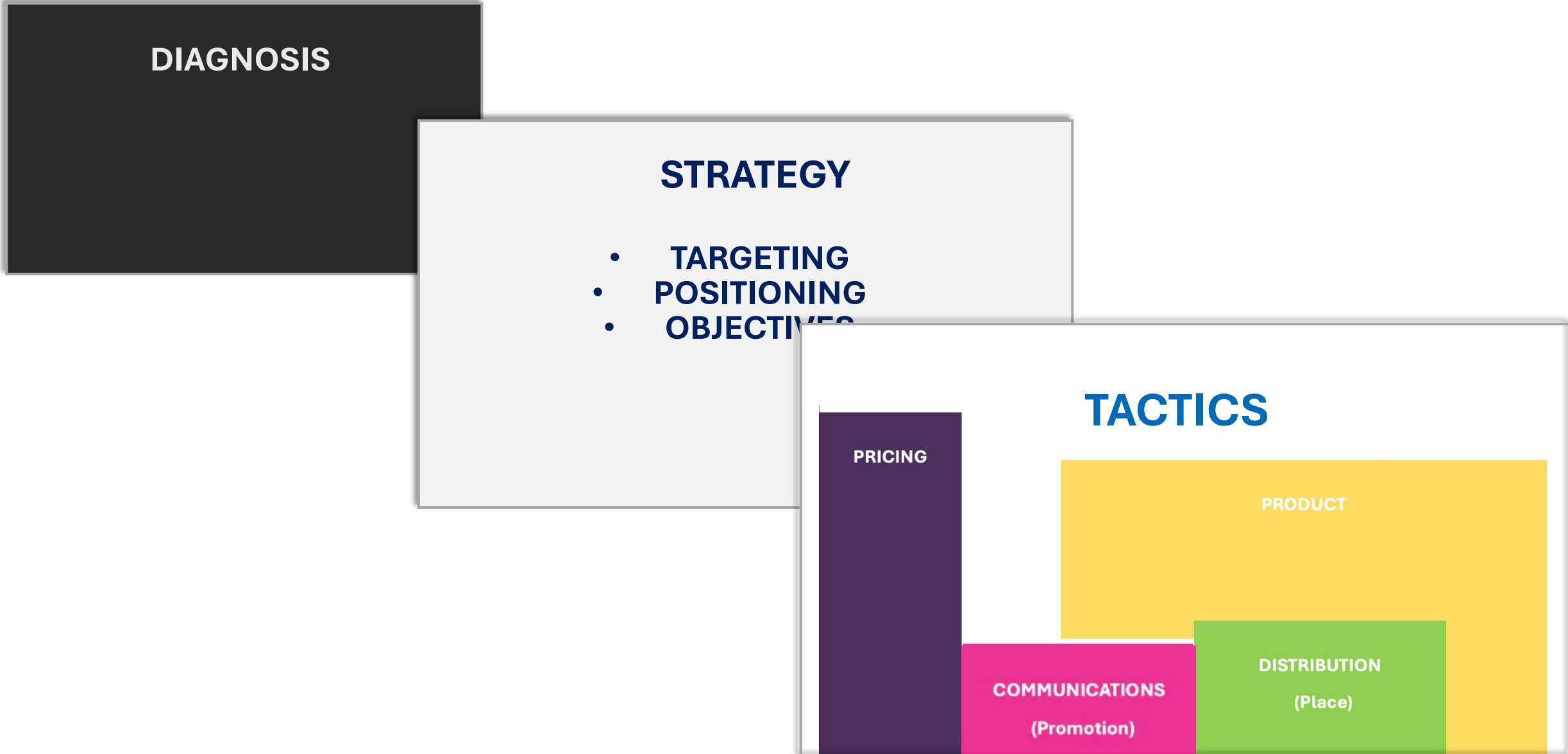
TACTICS

PRICING

PRODUCT

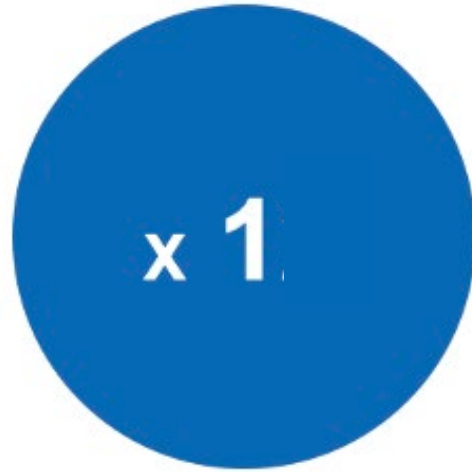
COMMUNICATIONS
(Promotion)

DISTRIBUTION
(Place)

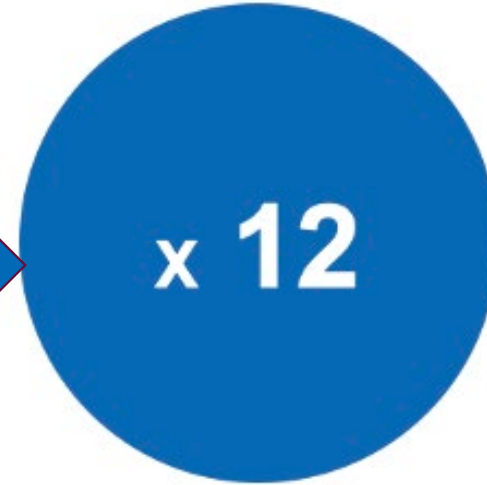


I Don't Want That

I Want That...



**Massively Shithouse
Creative quality**



**Best Possible
Creative quality**

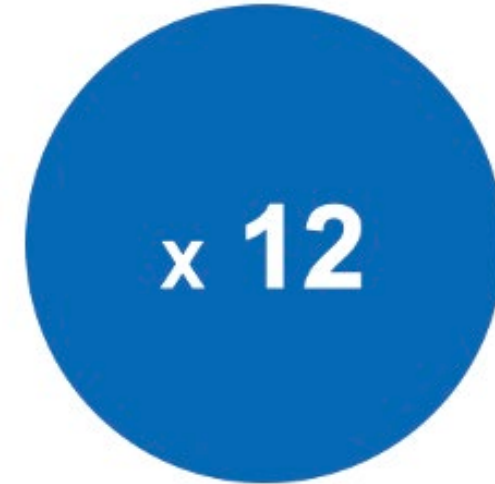




System1
Create with Confidence



Emotion



**Best Possible
Creative quality**



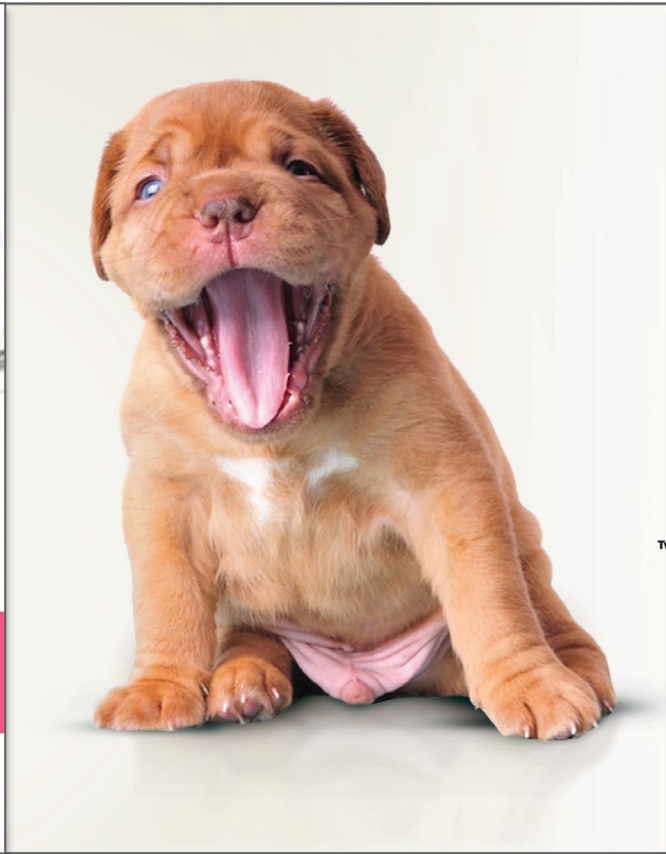
Awwwww... Emotion



**AT 18, YOUR ANGRY DAUGHTER
WON'T LOOK THIS CUTE.**
MAKE SURE YOU CHOOSE THE RIGHT CHILD PLAN.

IDBI FEDERAL
IDBI Federal Life Insurance Co Ltd

Childsurance
IDBI Federal Childsurance Dreambuilder Insurance Plan



**Babies
all appetites...
Friskies!**

Start 'em young... keep 'em lively all life long with Friskies! Friskies' meaty rich flavor and aroma pamper even the pickiest eater... pup or full-grown dog. Friskies balanced formula provides every vitamin, mineral, energy food a pet needs... to grow on... to go on! No wonder Friskies is top value of the quality brand dog food! Baby your dog. Treat him to Friskies soon.

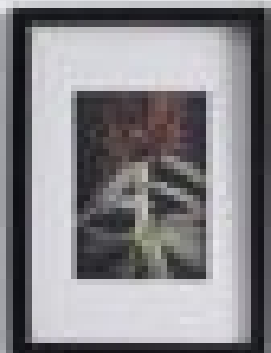
... available quantity and brand from
Carnation
LABORATORIES

Friskies
DOG FOOD

For variety, feed these other fine Friskies...
FRISKIES MEATY RICH CORN... containing over 50% of dog food... makes his own little world...
FRISKIES MEATY RICH CORN... makes grow his dog into a healthy...
FRISKIES MEATY RICH CORN... dog food specially designed for babies... makes eating...
FRISKIES MEATY RICH CORN... makes perfectly with solid foods...
FRISKIES MEATY RICH CORN...
FRISKIES MEATY RICH CORN...
FRISKIES MEATY RICH CORN...



1



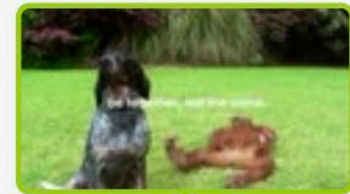


Star Rating: **Exceptional**

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.

The moment in your ad where **happiness** was highest

 What was asked?



00:57s

Happiness

00:00s

01:02s



The Power of (any) Emotion

Brand Effects

Business Effects



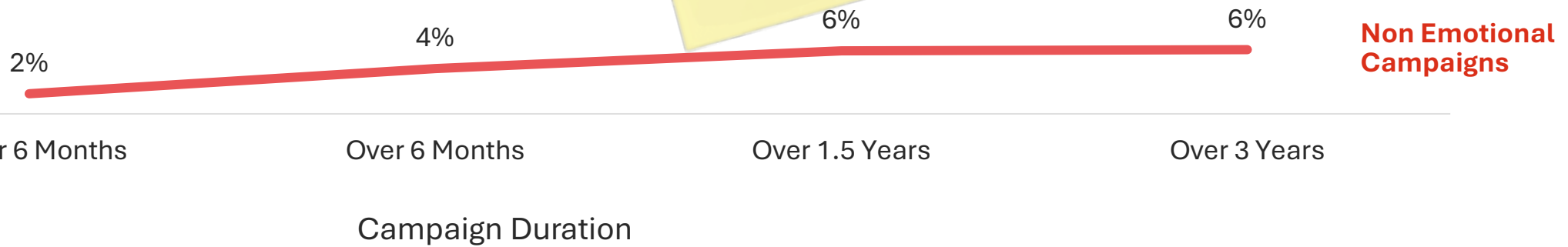
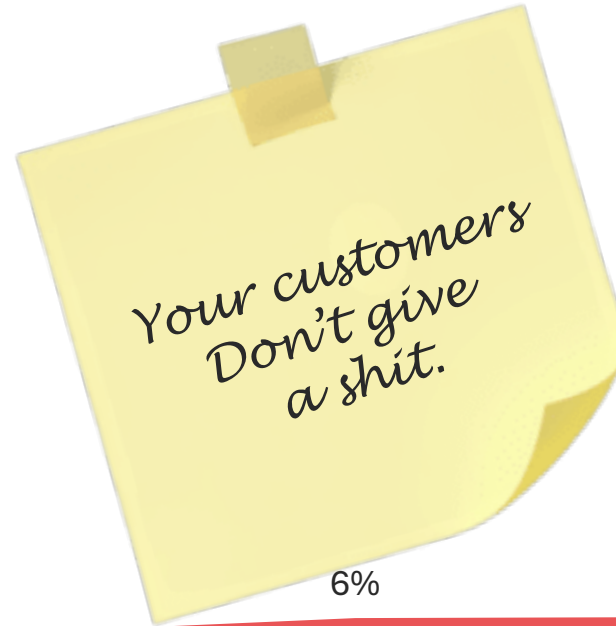
All Campaigns

All Campaigns



Emotion

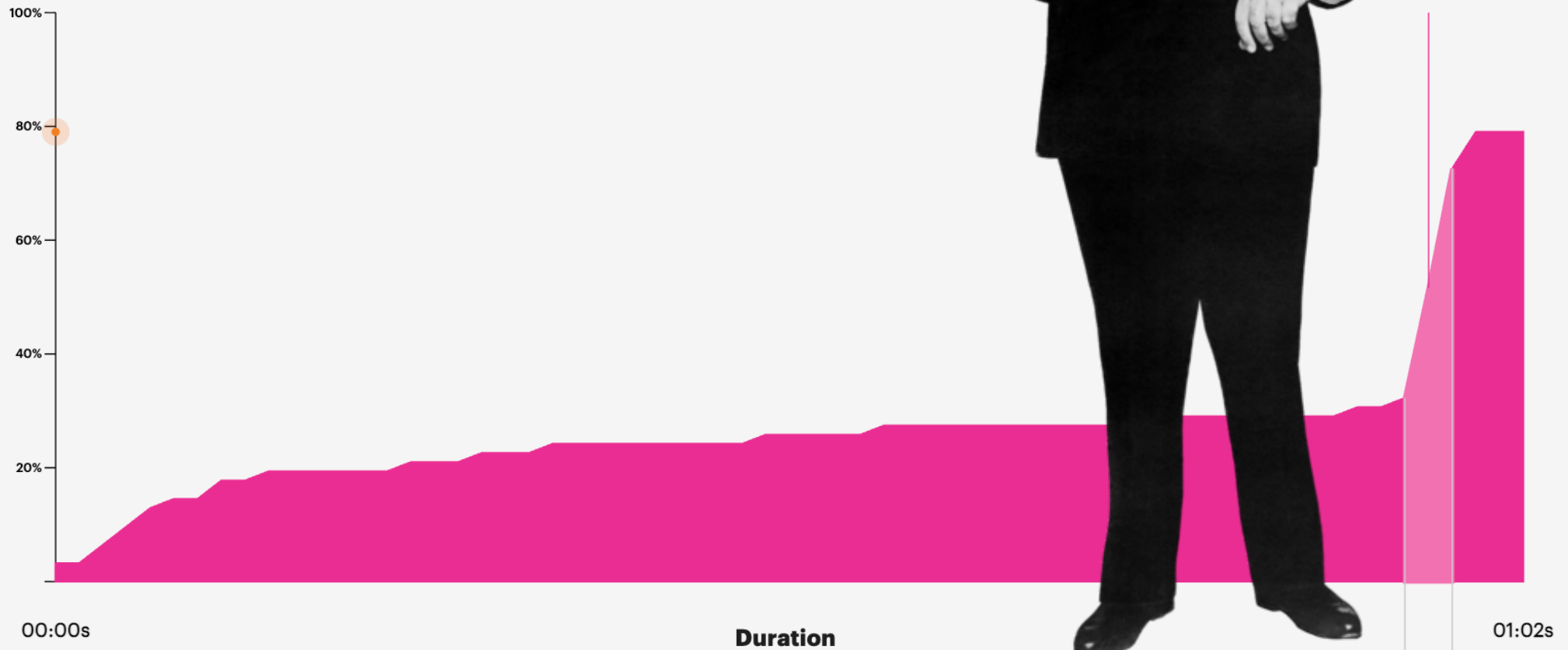
% campaigns achieving incremental profit



The moment in your ad where **Fluency** increased the most

79

% of people who recognised the brand by the end of the ad



android

00:57s - 00:59s

Duration

01:02s



Fluency Rating: **Modest**

Measures strength of branding in the ad.
Fluency is driven by the % of people recognising the brand by the end of ad.



 is the average for "Canada TV"

None of this Matters without....

Fluency

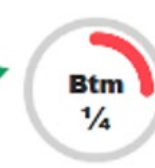
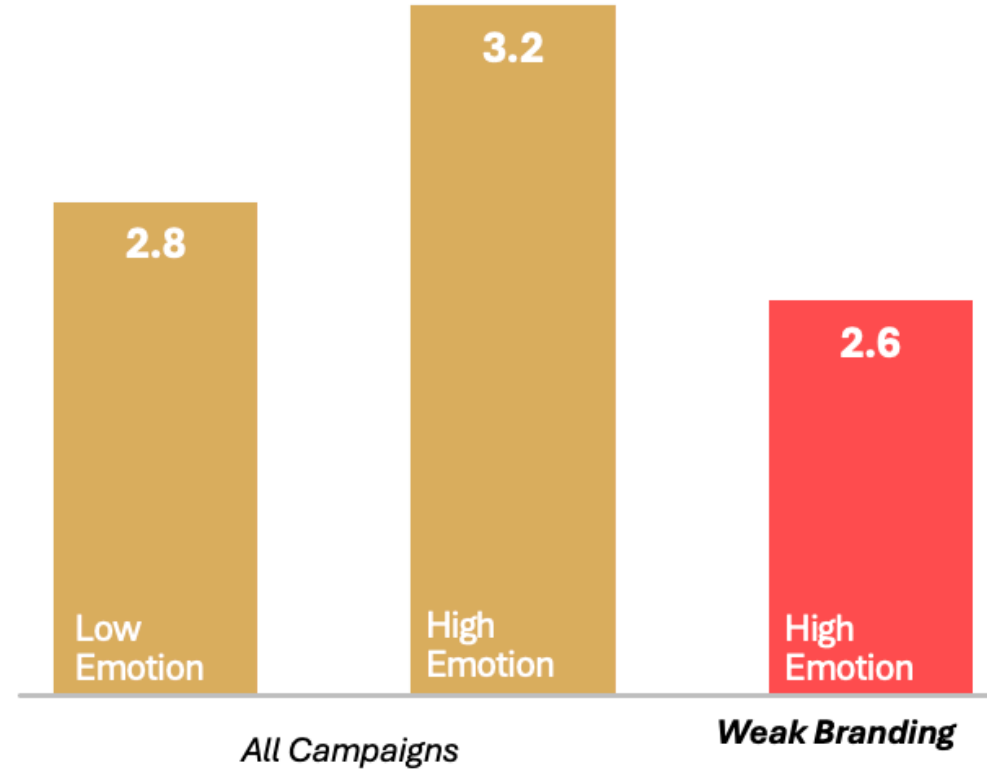
Distinctiveness

Codification

Branding

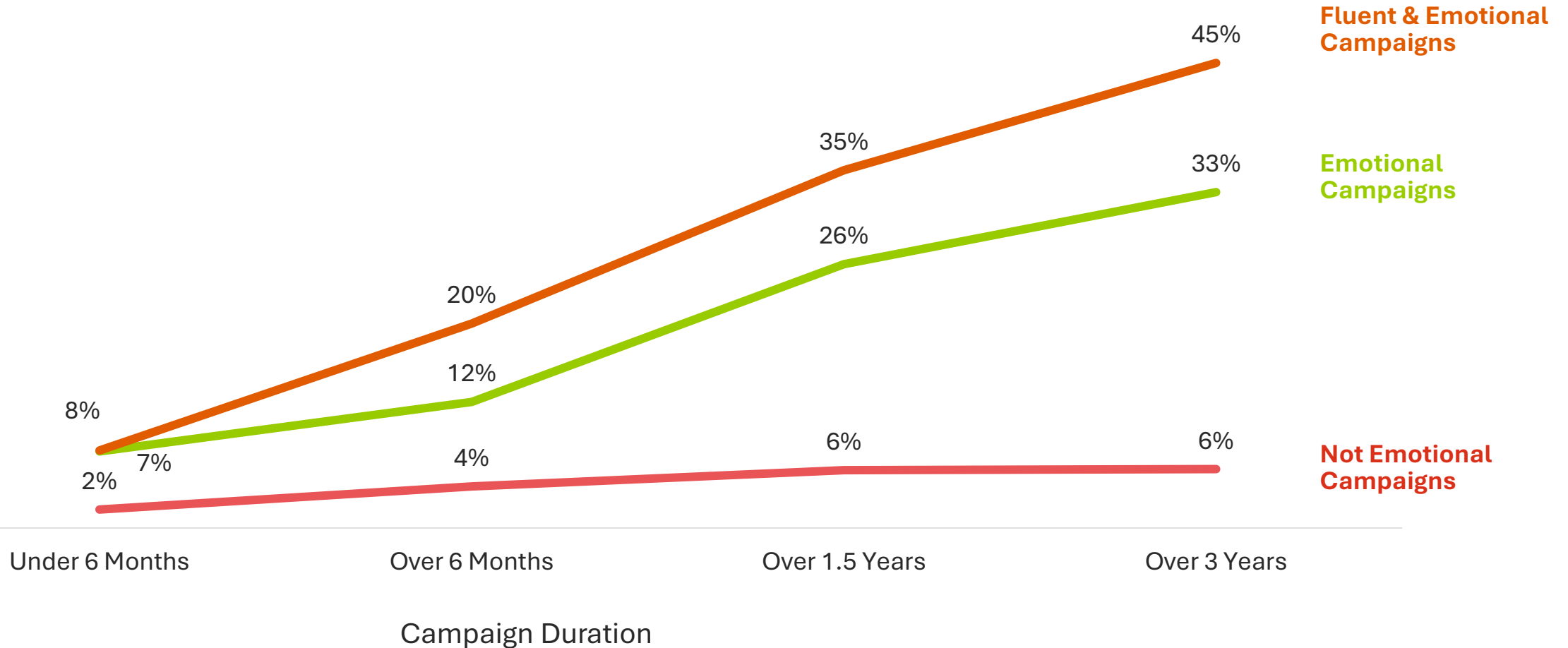
All Brands
No. of Brand Effects

n = 1265

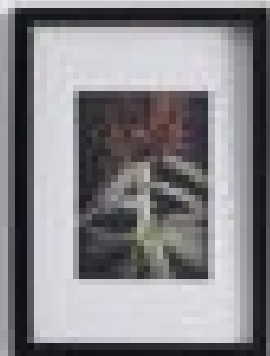


Emotion

% campaigns achieving incremental profit



2





Star Rating: **Strong**

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.



Low
32.0% of Ads



Modest
34.8% of Ads



Good
26.3% of Ads



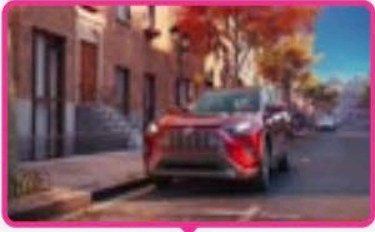
Strong
6.5% of Ads



Exceptional
0.4% of Ads



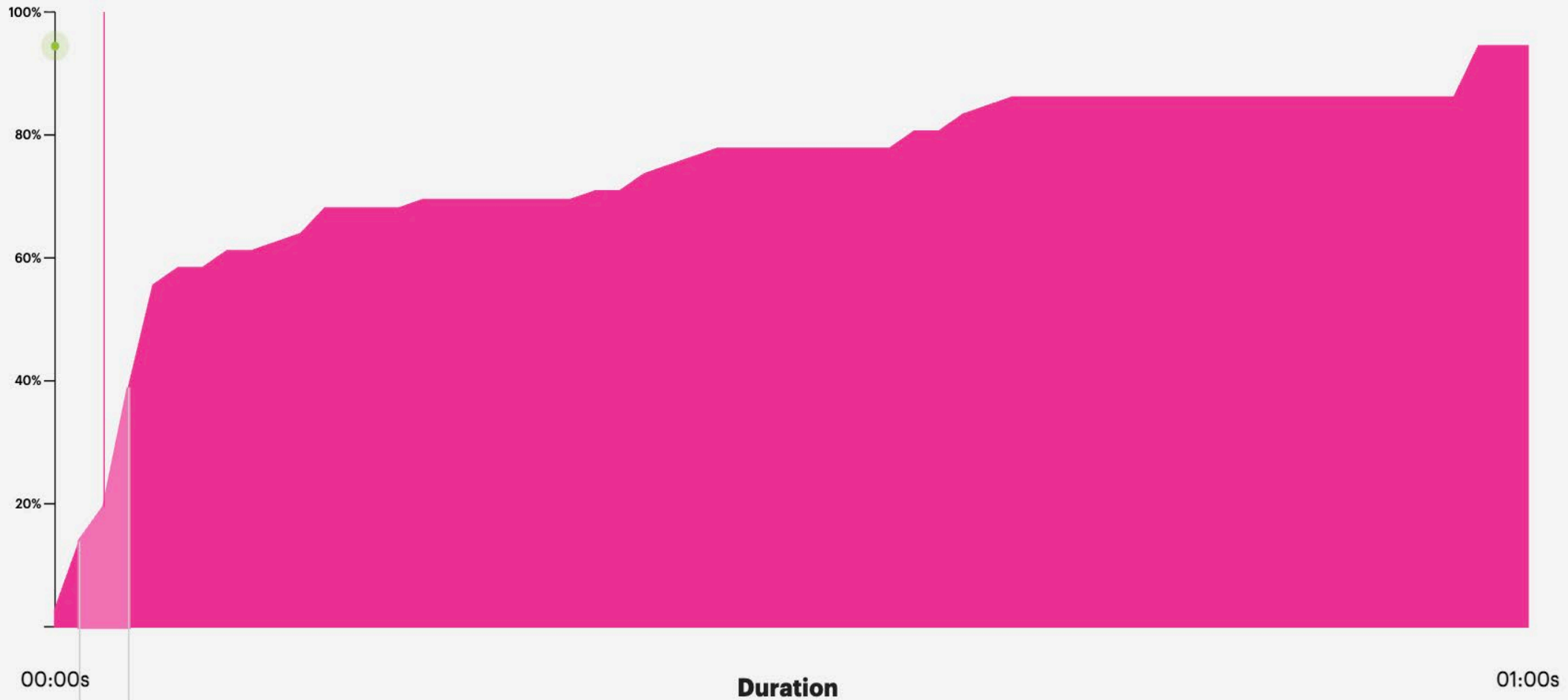
is the average for "Canada TV"



00:01s - 00:03s

94

% of people who recognised the brand by the end of the ad





Fluency Rating: **Strong**

Measures strength of branding in the ad.

Fluency is driven by the % of people recognising the brand by the end of ad.



Low
27.7% of Ads



Modest
18.6% of Ads



Good
26.9% of Ads



Strong
14.3% of Ads

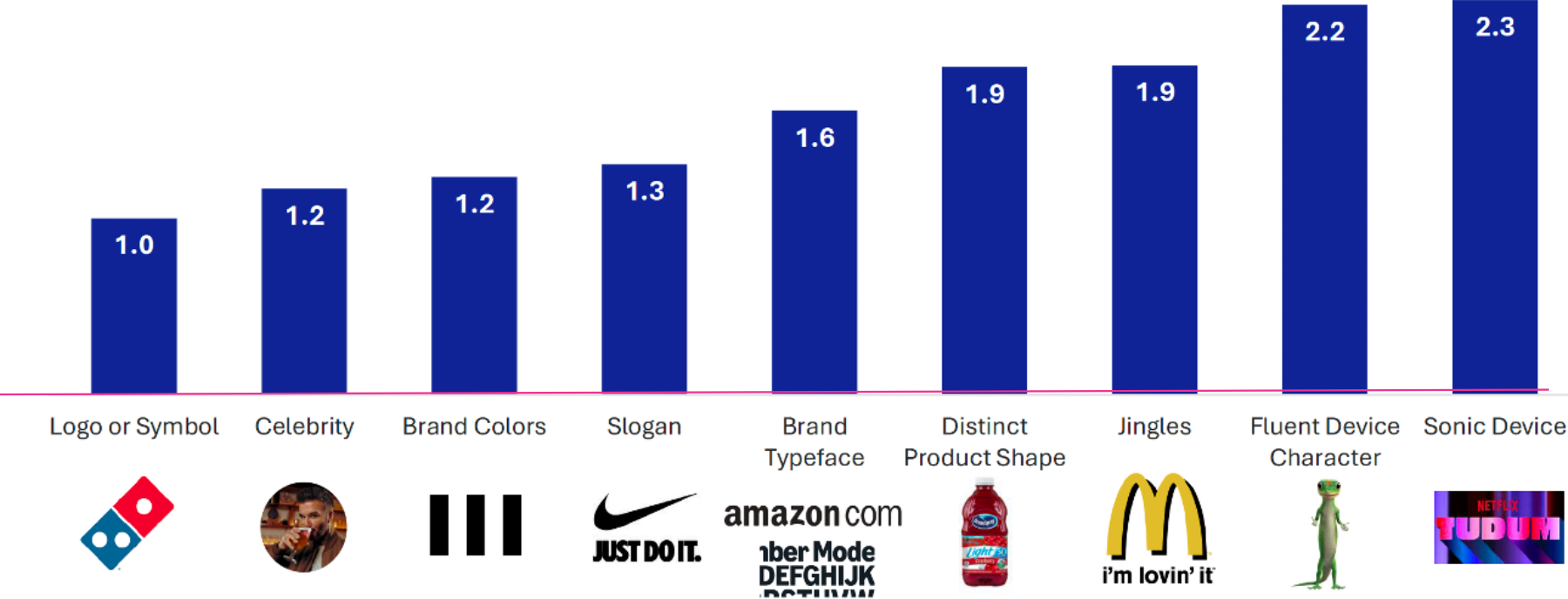


Exceptional
12.4% of Ads



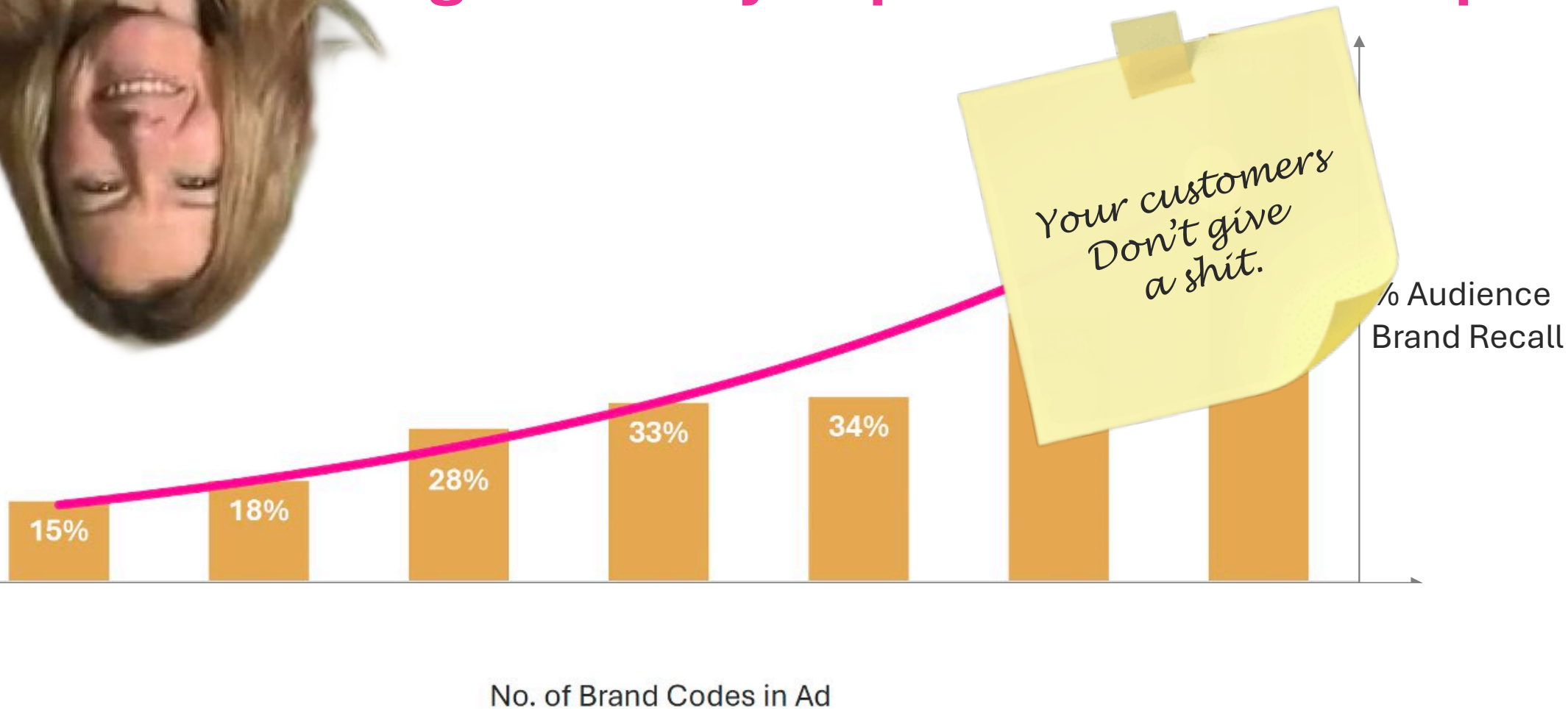
is the average for "Canada TV"

Chance of High Fluency depends on DBA Type





High Fluency depends on DBA Frequency



Your customers
Don't give
a shit.

Palette of DBAs



- Careful
- Choiceful
- Controlled
- You can overdo it
- Logo plus 3

Application of DBAs

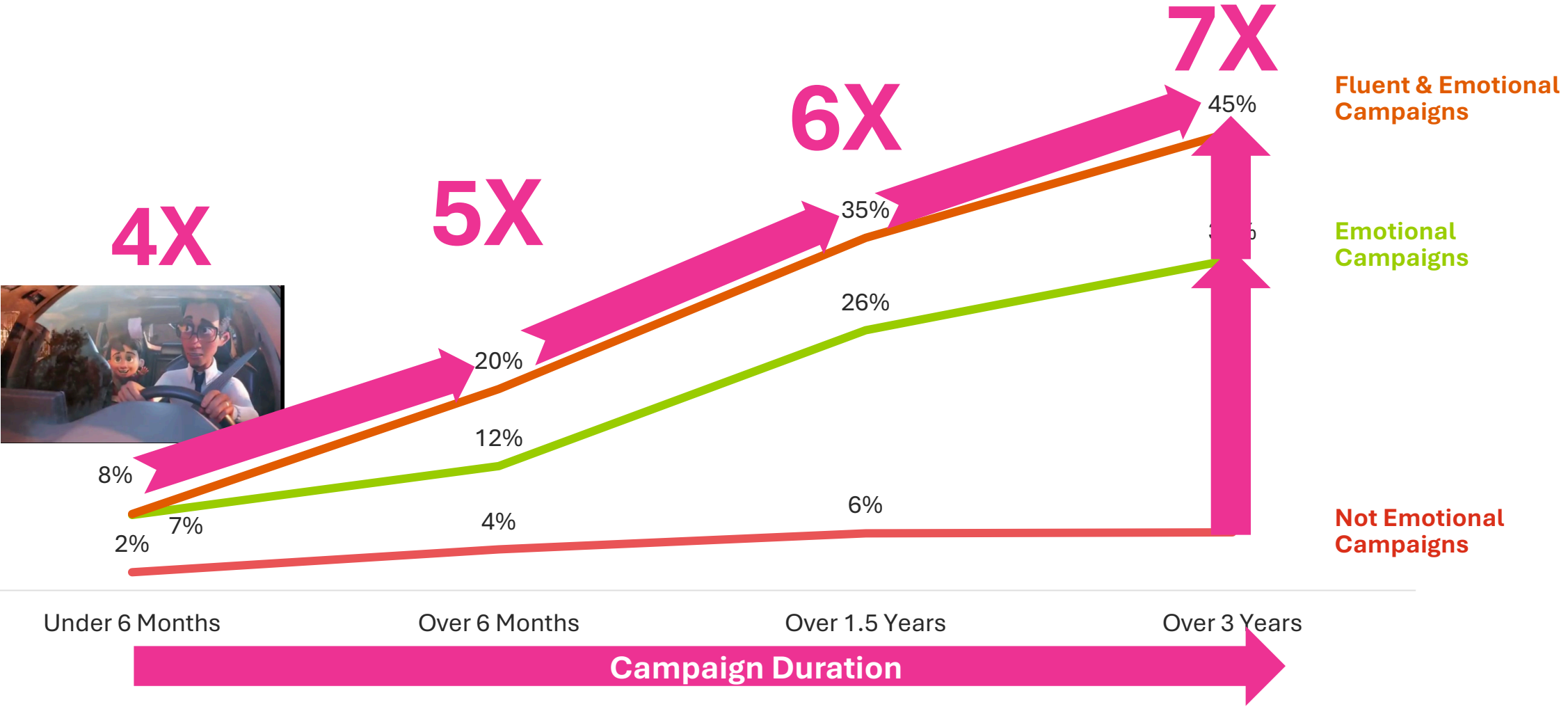


- Vulgar
- Overdone
- Playful
- You can't overdo it
 - 7 codes per ad



Emotion x Fluency x Time

% **campaigns** achieving incremental profit







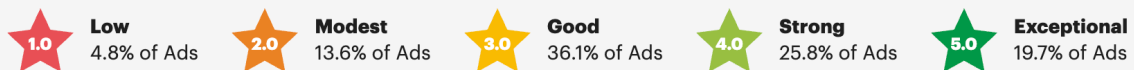
Star Rating: **Strong**

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.

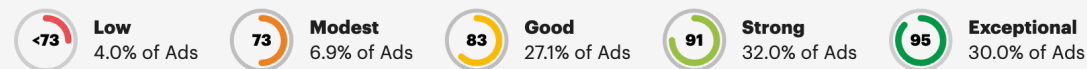


Fluency Rating: **Exceptional**

Measures strength of branding in the ad.
Fluency is driven by the % of people recognising the brand by the end of ad.



3.9 is the category average for "Confectionery & Chocolate"



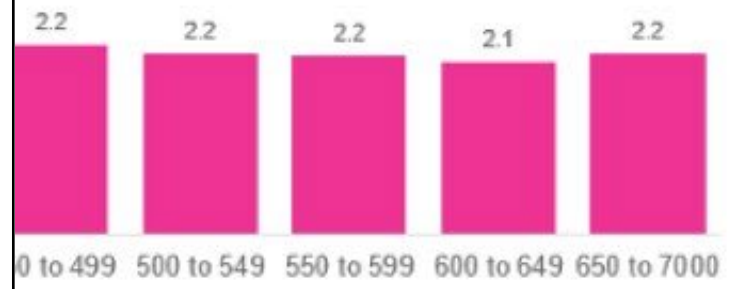
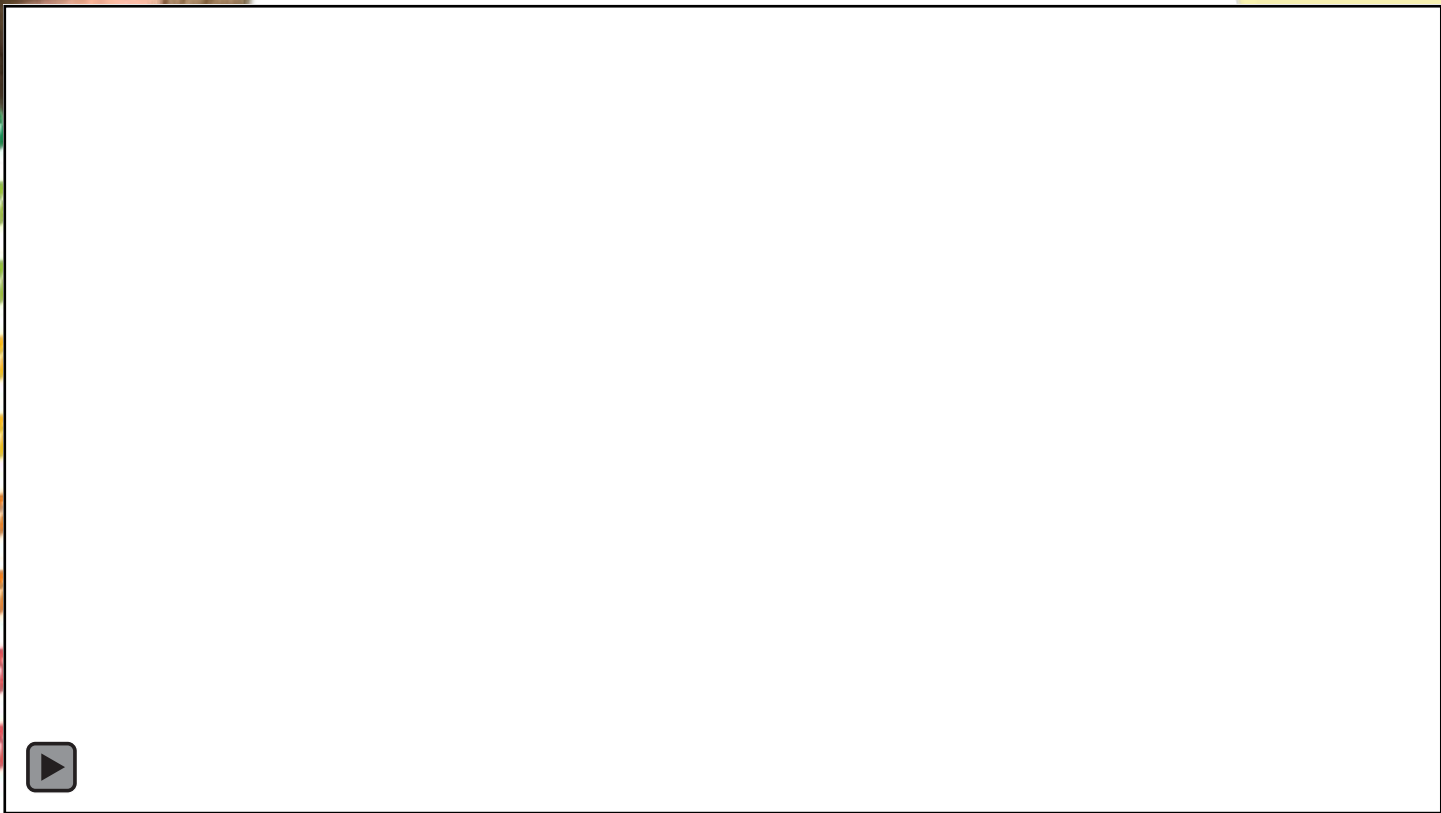


Emotion x Fluency x Time

% campaigns achieving incremental profit



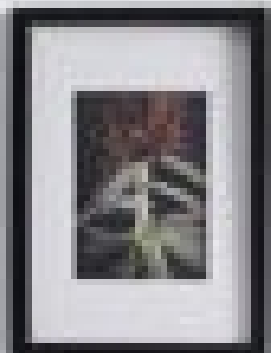
System1 Star Rating



Time between first air date and System1 testing (days)



3



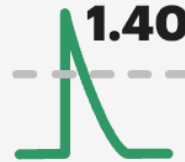
Start The Car

31 sec. 7th Aug 2024



Star Rating:
Strong

Predicts **long-term** market share growth



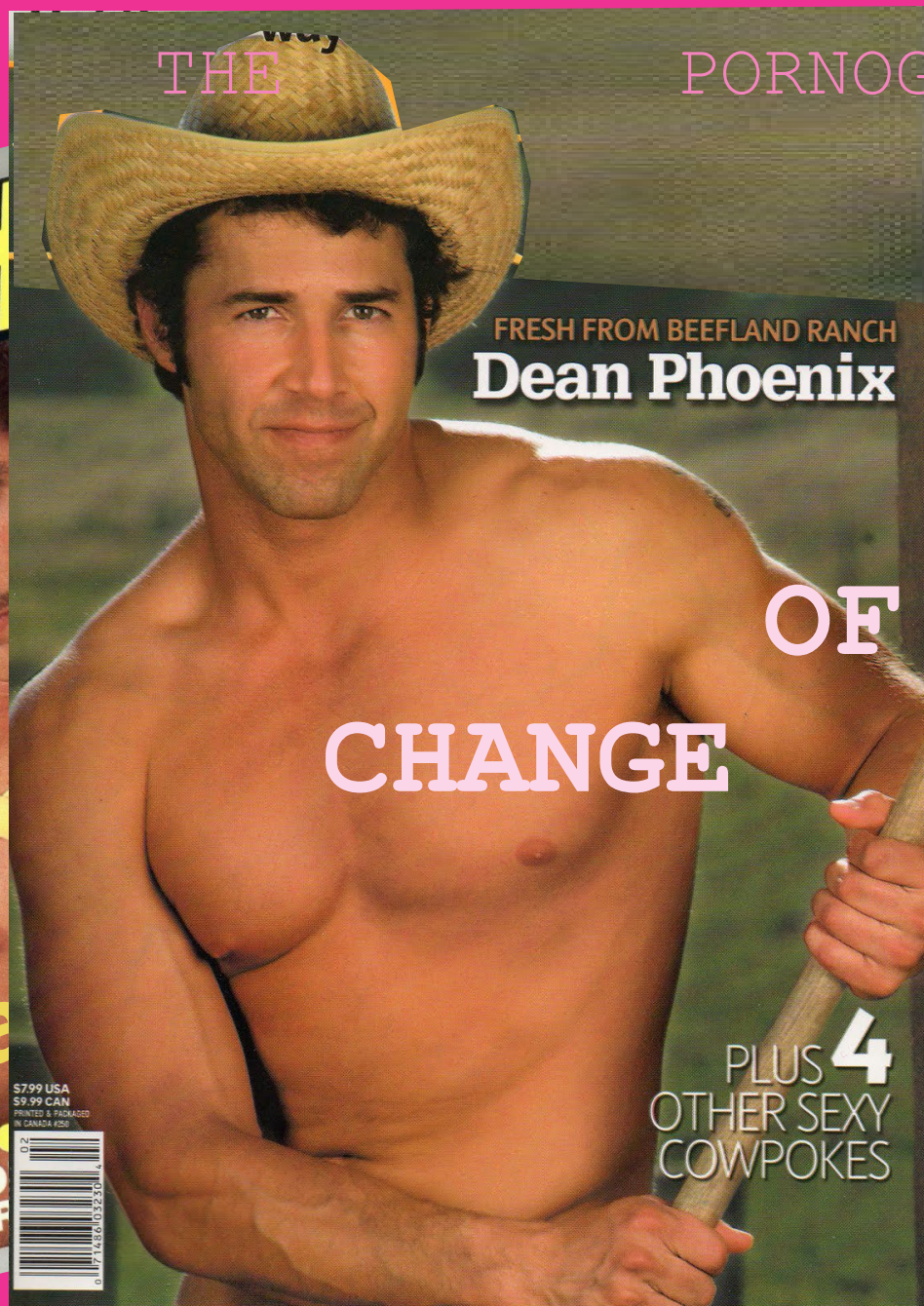
Spike Rating:
Exceptional

Indicates **short-term** sales potential



Fluency Rating:
Exceptional

Indicates **strength** of brand recognition



THE

PORNOGRAPHY

FRESH FROM BEEFLAND RANCH
Dean Phoenix

OF
CHANGE

PLUS 4
OTHER SEXY
COWPOKES

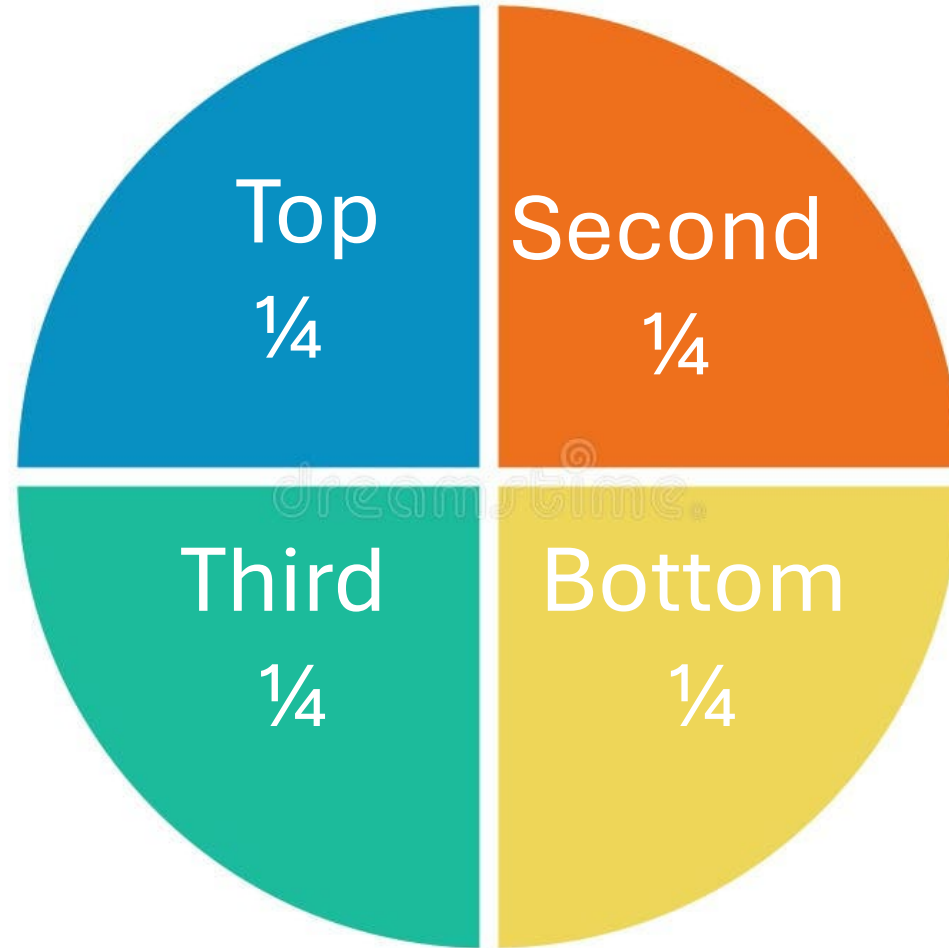
\$7.99 USA
\$9.99 CAN
PRINTED & PACKAGED
IN CANADA #150



- 
- **New Marketing Rules**
 - **Unprecedented Change**
 - **Shrinking Attention Spans**
 - **So many new tools**



Compound Creativity



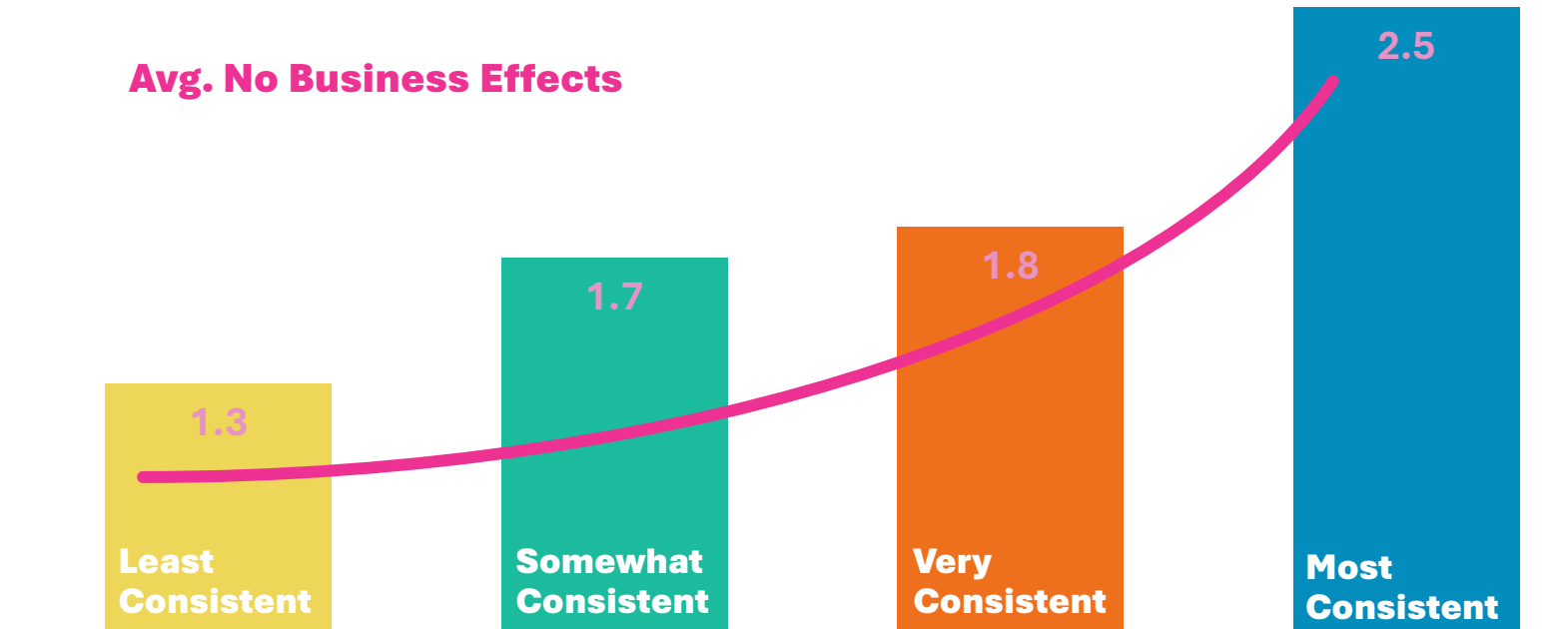
Brands split into Creative Consistency Score quartiles,
matched to the UK & US Effie case library (measured over 5 years)

n = 139

139 US and UK brands coded for 13 different creative consistency features over 5 years matched to the Effie Case Library.
Split into quartiles, see “Compound Creativity” for more

Compound Creativity

Average ROI (Per Dollar/Pound/Euro)	2.1	2.2	3.7	8.8
% campaigns achieving incremental profit	6.1%	12.4%	16.7%	17.6%

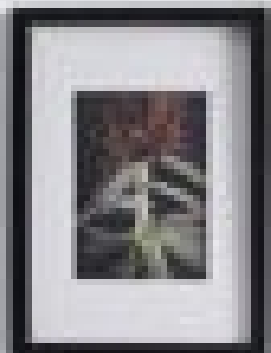


n = 139

Brands split into Creative Consistency Score quartiles, matched to the UK & US Effie case library (measured over 5 years)

139 US and UK brands coded for 13 different creative consistency features over 5 years matched to the Effie Case Library. Split into quartiles, see "Compound Creativity" for more

4





Star Rating: **Low**

Long-term market share growth based on ad's creative effectiveness, calculated by measuring emotional response to the ad.



Low
32.0% of Ads



Modest
34.8% of Ads



Good
26.3% of Ads



Strong
6.5% of Ads



Exceptional
0.4% of Ads



is the average for "**Canada TV**"



Fluency Rating: **Low**

Measures strength of branding in the ad.

Fluency is driven by the % of people recognising the brand by the end of ad.



Low
27.7% of Ads



Modest
18.6% of Ads



Good
26.9% of Ads



Strong
14.3% of Ads



Exceptional
12.4% of Ads



is the average for "Canada TV"

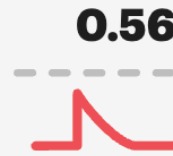
All working together

16 sec. 16th Feb 2023



Star Rating:
Low

Predicts **long-term** market share growth



Spike Rating:
Low

Indicates **short-term** sales potential

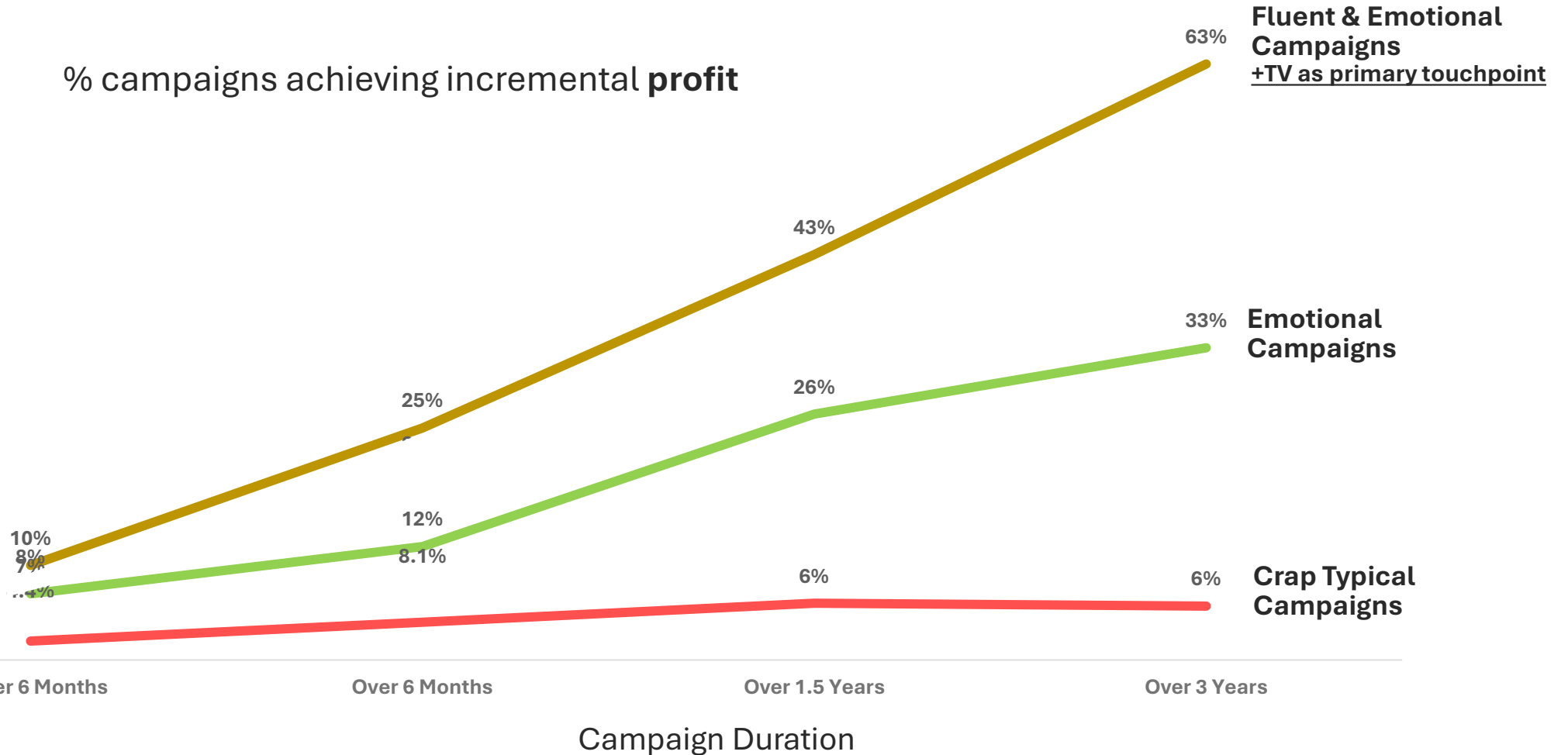


Fluency Rating:
Low

Indicates **strength** of brand recognition

Three factors and One Medium

% campaigns achieving incremental profit



Fluent & Emotional Campaigns
+TV as primary touchpoint

Emotional Campaigns

Crap Typical Campaigns

Campaign Duration



Advertising:

Five Ads, Three Factors,
Two Authors, One Great Medium

Mark Ritson

